

Diagnosing & Fixing Digital Marketing Problems

If your marketing engine isn't running properly, this guide will help you identify what aspects of your program need a tune-up.

The main problem with marketing...

... is that you never know if it's working properly.

Sometimes, you have a pretty good idea if a campaign is getting results, but what usually happens is a lot of money gets spent on random projects in the hope that something sticks.

To make things worse, it's impossible to get consistent advice. If you talk to an SEO consultant, they will tell you that SEO will fix all of your problems. Web designers will tell you that you need a better-looking website, and digital ad agencies will point you towards Google AdWords.

Many of our clients come to us after spending money on a new website or Google AdWords, which were expensive and ineffective. If you're in the same boat, this guide will help you understand how digital marketing is different and what you're doing wrong.

Effective digital marketing is an ongoing process, not a set of tactics.

This is not a list of silver bullets that you can throw money at to solve your marketing problems.

What we've created is a short and sweet guide; the goal is to help you figure out precisely what *isn't* working, and then come up with a plan to develop a digital marketing strategy that *does*.

Instructions

1. For each section, check the statements that apply to your buyer and your business.
2. Review your 'score' on Page 7. This will tell you where you need more work.
3. Plan a potential course of action with some of our suggested next steps.

Step 1: Diagnose

Your Strategy

Situation	This describes my situation	Don't know / can't tell	Doesn't describe my situation
I have well-defined criteria that differentiate good customers from bad customers.			
I know what causes my customers to start looking for solutions to the problems that my products/services address.			
I know what success criteria potential customers are looking to satisfy.			
I have mapped out the process that my customers go through to research solutions, create a vendor shortlist, and make their final buying decision.			

Your Messaging

Situation	This describes my situation	Don't know / can't tell	Doesn't describe my situation
My company has a compelling value proposition that we have tested with buyers.			
When compared to competitors, my company clearly excels in one area.			
We conduct interviews with our best customers to learn why they bought from us.			

Step 1: Diagnose

Your Website

Situation	This describes my situation	Don't know / can't tell	Doesn't describe my situation
My website clearly expresses our value proposition to visitors in 8 seconds or less.			
My website contains a blog that offers thought leadership and value-added content.			
My website prompts visitors to subscribe to a mailing list, or exchange their email for a whitepaper or guide of some sort.			
The main pages on my website address buyer obstacles and challenges.			

Search Engine Optimization

Situation	This describes my situation	Don't know / can't tell	Doesn't describe my situation
I know the difference between a 'short-tail' and a 'long-tail' keyword.			
I have a list of 20-30 keywords that my company is attempting to rank for.			
This list of 20-30 keywords contain keywords that my customers actually use to conduct research early in their buying process.			
My website has a blog <i>and</i> we regularly release content to support these keywords.			

Step 1: Diagnose

Promotion Channels

Situation	This describes my situation	Don't know / Doesn't Apply	Doesn't describe my situation
My company has a consistent presence on social media that our customers frequent.			
My company's social media presence shares original content, not just other people's links.			
My advertising budget (AdWords, Facebook, etc.) is tied to my customer's buying process, and will engage them as early as possible.			
I use remarketing/retargeting to advertise to people that have already visited my website.			
My physical collateral (i.e. trade show material) is designed to drive people back to a specific website page with a relevant offer.			

Email Marketing

Situation	This describes my situation	Don't know / Doesn't Apply	Doesn't describe my situation
I send out an e-newsletter with relevant information to subscribers twice per month.			
Most of my emails contain a call-to-action that leads back to my website.			
I have, or plan to implement, a marketing automation program.			
I have verified the quality of my email lists within the past 18 months.			

Step 1: Diagnose

Defining & Measuring ROI

Situation	This describes my situation	Don't know / Doesn't Apply	Doesn't describe my situation
I am tracking conversion points set at each stage of my buyer's purchase process.			
I have Google Analytics tracking details regarding my website traffic.			
I have a behavior-tracking program (CrazyEgg, HotJar) installed on my website.			
I know which of my blog topics receive the most web traffic.			
I know if my website traffic is high-quality or low-quality.			
I know if my email subscribers are high-quality or low-quality.			
I can definitively say that my website has generated a lead in the past... <ul style="list-style-type: none">• Month• Quarter• Year			

Step 2: How did you score?

Your Strategy

- If **more than one** of these statements doesn't describe you, this means you have some serious blind spots when it comes to actually understanding your customers.

Your Messaging

- If **even one** of these statements doesn't describe you, this means that one of your sticking points is your value proposition. People don't know why they should buy from you.

Website

- If **more than one** of these statements doesn't describe you, this means your website has some fundamental issues with converting web traffic to potential leads.

Search Engine Optimization

- If **even one** of these statements doesn't describe you, you (or whoever you have hired for SEO) are probably doing an incomplete job of Search Engine Optimization.

Promotion Channels

- Whether or not these statements describe you is a fairly good indication of how well your marketing efforts reinforce and complement each other.

Email Marketing

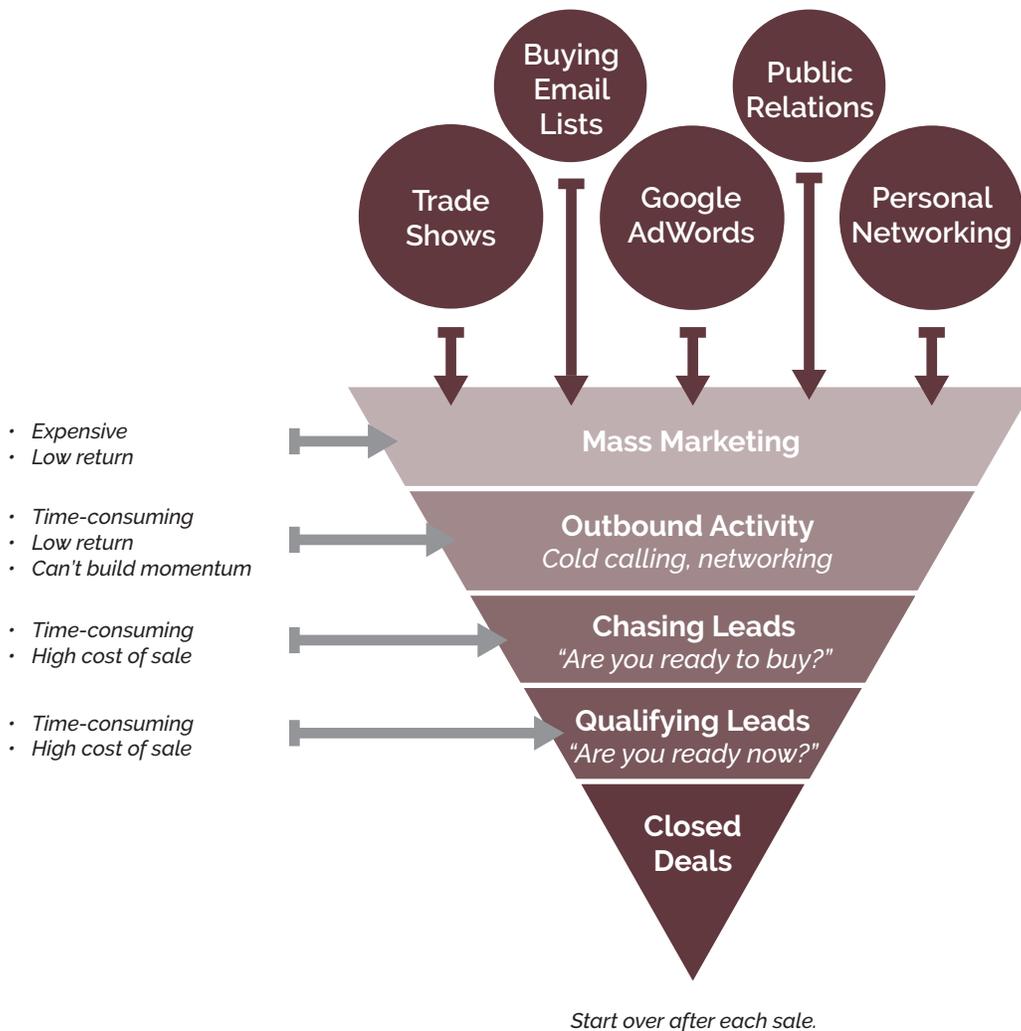
- If **even one** of these statements doesn't describe you, this means that you are under-utilizing one of your best possible marketing assets.

Defining & Measuring ROI

- If **more than one** of these statements doesn't describe you, there are some obvious gaps in your understanding of whether or not your marketing efforts are actually paying off.

If you scored poorly, your approach to marketing might be to blame:

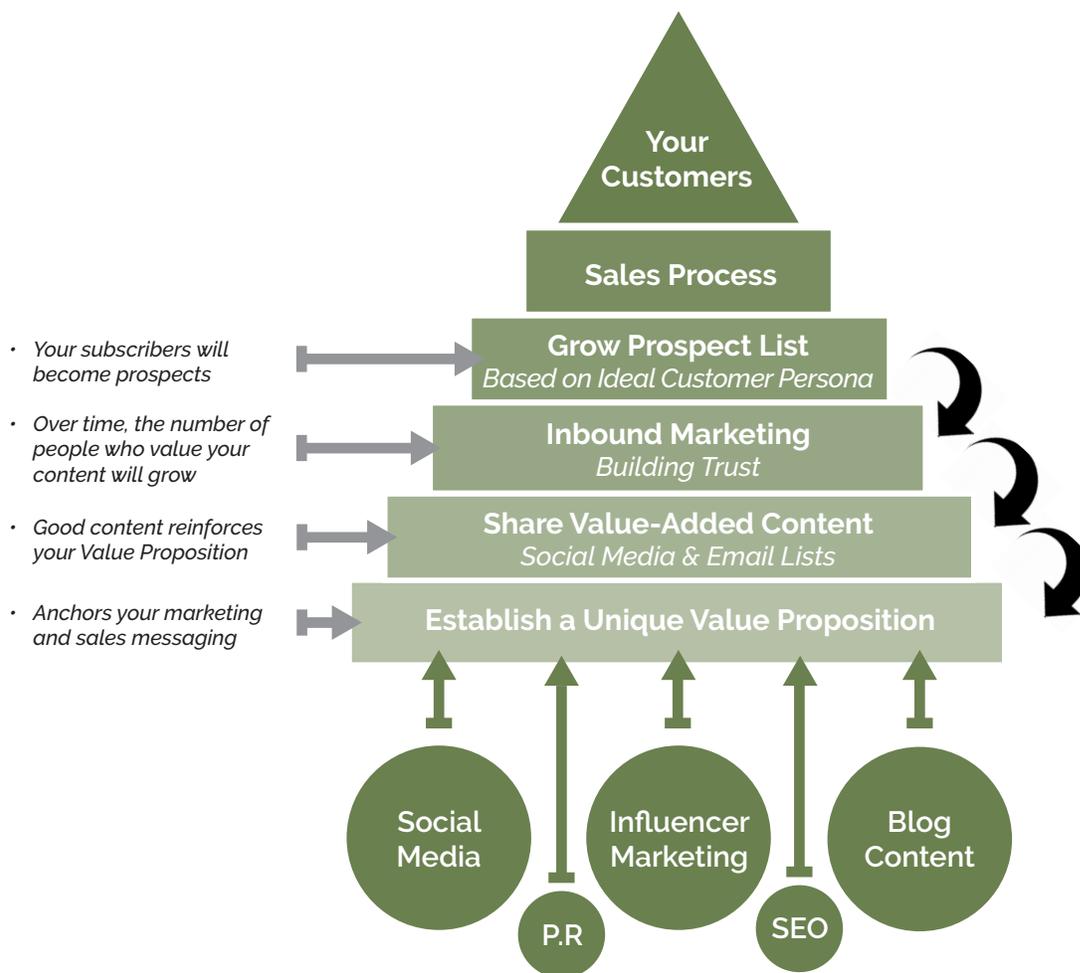
Traditional marketing and sales efforts are time-consuming, expensive, and inefficient. Marketing to as many people as possible (regardless of if they're an ideal customer) and then chasing one lead at a time is an outdated way of growing your business.



Our recommendations in Step 3 are based on the reality of the new sales funnel:

In our modern business landscape, businesses can use their digital presence to create a sales funnel where each stage reinforces the stages before it.

In particular, your website becomes a powerful tool in the sales process when you are able to track who is visiting your website, how often they visit and what content they are consuming to make an educated decision to buy from you.



Step 3: Next Steps

Problems With Your Strategy?

In our experience with digital marketing, a weak strategy is the result of an incomplete understanding of who your customers are and how they buy products and services like yours.

When you have an accurate picture of your customer's buying journey, you are able to design digital marketing programs that provide them relevant content that starts sales conversations early in their purchase process.

- To properly define what an "Ideal Customer" looks like, complete our [Customer Scorecard](#).
- Read our *"The New Sales Funnel"* eBook to learn how digital marketing complements sales.
- If you want to learn more about how to map out your customer's buyer journey and connect their process to your digital marketing efforts, contact us about a Planning Workshop.

Problems With Your Messaging?

Today's customers are overwhelmed; they have too many potential vendors to choose from, and too little time to properly assess them all. This makes it extremely important to have a clear and compelling message in order to differentiate you from your competition.

- Complete our [Value Proposition Canvas](#) to evaluate and revise your messaging.

Problems With Your Website?

High-performing websites can't just look good - they also have to proactively address customer questions while directing them towards ways to start a sales conversation. This means websites need clear messaging tailored to customer needs, original content, and compelling calls-to-action.

- Look at some of our [Case Studies](#) to see how good websites can drive marketing results.

Step 3: Next Steps

Problems With Search Engine Optimization?

Search Engine Optimization is one of the most misunderstood marketing concepts... and one of the most important. When 97% of all customers begin their buying process with a web search, the importance of a strong presence on Google (and Bing) cannot be understated.

- Download our [Keyword Strategy Template](#) to plan out your keyword strategy.
- Contact us to learn about the SEO-related services we can offer.

Problems With Promotion Channels?

Having a good website is only one aspect of an effective digital marketing program. There are many channels available to today's marketers to reach customers and direct them to compelling conversion points.

- Download our [2016 Research Report](#) to learn more about how today's customers like to be interacted with, and what they value on a company's website.

Problems With Email Marketing?

In today's marketing landscape, having an email list is the best way to generate and nurture prospects over time until they are ready to enter a sales conversation with you.

- Download our [Guide to Marketing Automation](#) to learn about advanced email marketing.
- Contact us to start a conversation about our Digital Marketing Management services.

Problems With Defining & Measuring ROI?

It's possible to figure out if your marketing efforts are actually driving results: all it takes is an understanding of how marketing and sales are linked in today's business landscape.

- Download our [How to Track Marketing ROI](#) eBook to learn how digital marketing drives sales.
- Contact us to talk more about your current efforts, current results, and future goals.

The Marketing CoPilot Digital Marketing Audit

This guide helped you figure out what's not working. We'll be able to tell you *why*... and give you clear direction on what you should do next.

After months of testing and verifying new tools with a number of current clients, we've developed a proprietary analysis methodology that use both traditional and advanced approaches to collect data on the effectiveness of your digital marketing strategy.

We'll study your website...

360-Degree Website Review

- » We'll investigate your Google Analytics to evaluate your traffic volume and quality.
- » If you are running Google Adwords campaigns, we'll look at those to make sure they're adding value to your digital marketing program.
- » We will also use your lead generation mechanisms (such as email signups) to evaluate your website performance.

Keyword Evaluation

- » We will show you what keywords your website ranks well for in Google.
- » We will show you what keywords people actually use to get to your website.

... and three competitors of your choice.

Competitive Benchmark

- » We will research your competitors, and give you approximate data on how much traffic those websites get, and where their traffic comes from.

Competitive Keyword Analysis

- » We will show you what keywords your competitors rank well for in Google.
- » If the information can be found, we will research the keywords people actually use to get to your competitors' websites.

At the end of the process, you'll receive: a full report, and a 1-hour planning session.

- » All the information above will be laid out in an easy-to-follow report, which is yours to keep.
- » In the 1-hour planning session, we will go over the results with you and outline next steps.

For more information (and a sample report), contact us:

- » Email: info@marketingcopilot.com
- » Phone: 1.416.850.1672